

ABSTRACT

A writing instrument with an illuminated ink reservoir is disclosed. The writing instrument includes a light source, which is connected with a power supply, and is controlled by a switch. Incorporated into the writing instrument is an ink reservoir with a wall that is generally capable of transmitting light. The ink reservoir contains ink, preferably fluorescent marking ink that will glow brightly when illuminated by the light source. The writing instrument further comprises a light conducting member that guides the illumination from the light source into generally the center axis of the ink reservoir. The light conducting member helps to guide and focus the light into the ink within the reservoir. The light source may be an ultraviolet "black light", that causes the ink to glow brightly and produces a spellbinding visual effect. Also disclosed is a method of utilizing the above device for advertising purposes.